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GETTING STARTED WITH FACEBOOK ADVERTISING



Irish Life

Facebook advertising is an extremely effective way for you to reach members of your target market for a low cost.

You can run ads for as little as €1 a day and because Facebook knows so much about its audience, you can get really specific about the people you want to reach.

WHAT'S COVERED IN THIS EBOOK

In this eBook we'll look at how you can create advertising campaigns using the Ads Manager tool.



**Setting up
a Facebook
advertising
account**

**The
different
audience
types you
can create**

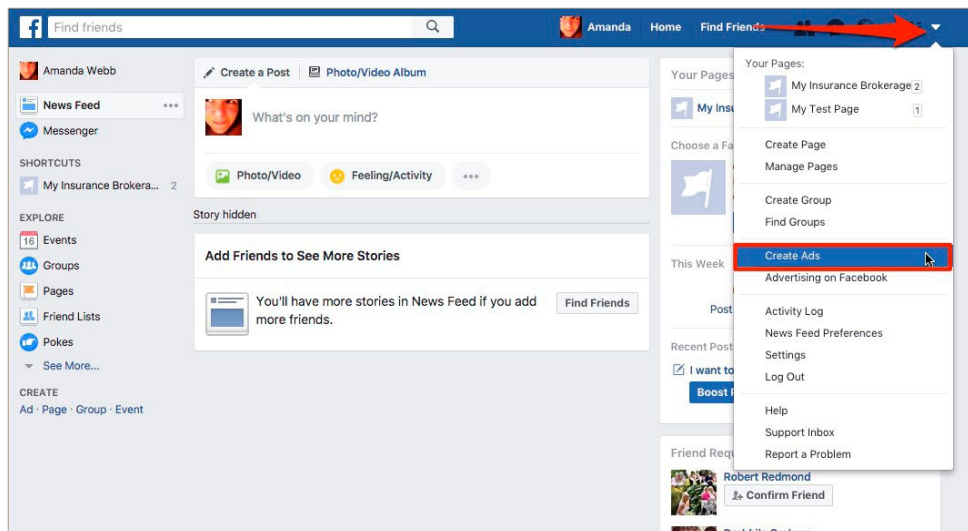
**The ad
creation
process**

**A deep
dive into
Facebook
audiences**

HOW TO SET UP A FACEBOOK ADVERTISING ACCOUNT

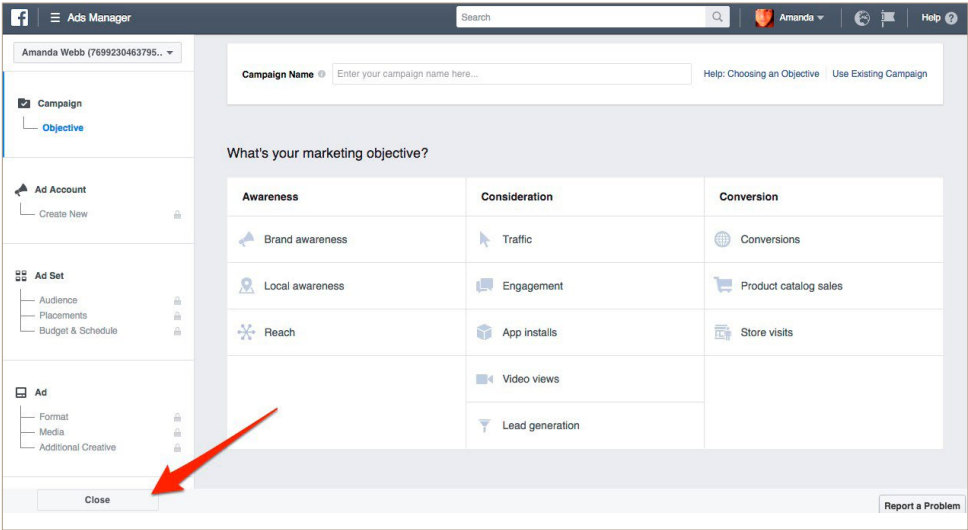
Click the blue arrow at the top right-hand side of your Facebook homepage.

Select 'create ads' from the drop-down menu.



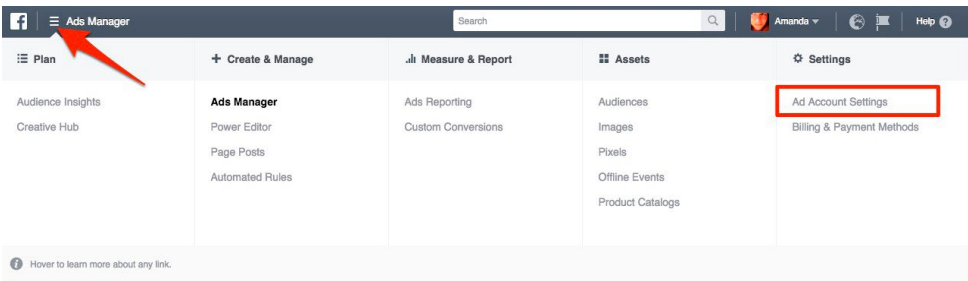
This will bring you into the ad creation window.

Click 'Close' at the bottom left-hand side of the page.

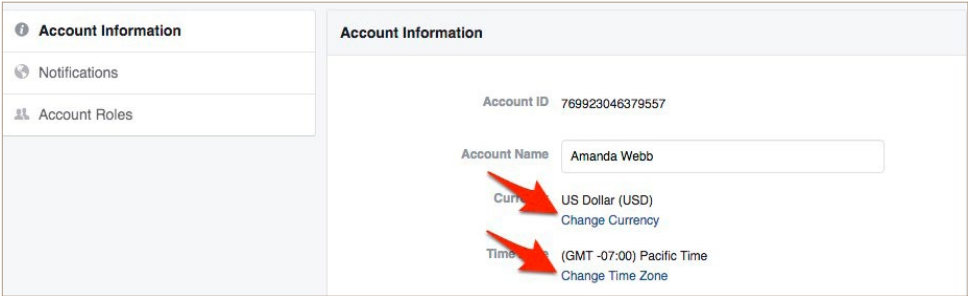


Click the three lines at the top left hand-side of the screen to access your ad manager menu.

Click on 'Ad Account Settings' on the far right-hand side to set up your account.



Make sure you change your currency to Euro and your time zone to Dublin time.



Complete the rest of your details to set up your account.



THE FACEBOOK ADVERTISING PROCESS

Creating Facebook ads is a three-step process.

STEP 1:

Create audiences

STEP 2:

Define your budget and objective

STEP 3:

Build your campaign

1
Step
Build A
Targeted
Audience

2
Step
Set Your
Budget
And
Objectives

3
Step
Build Your
Campaighn

A decorative header featuring a green background with various white and teal icons representing social media and digital communication. Icons include speech bubbles, a person silhouette, a smiley face, a music note, a gear, a heart, a plus sign, a cloud, a thumbs up, a mail envelope, and a star. The icons are arranged in a pattern that suggests a network or growth.

TYPES OF AUDIENCE

There are five key audience types you can create and target with your Facebook ads.

You will usually get better results if you target people who are already familiar with your business. The first stage of any ad campaign you run is to build or find a warm audience.

Custom audiences and audiences built from people who Like your page will be warmer audiences and you should see better results when you target them with sales ads.

For colder, interest based audiences you should warm them up first by advertising to them to like your page or visit a useful page on your website. After this you can convert them with sales ads.

Here are the types of audience you can create:

1

SAVED: INTEREST BASED AUDIENCES

These are audiences you create yourself using demographic and interest information. This can include, age, gender, location, marital status, family situation, hobbies, occupation and more.

Although an interest based audience is a cold one you can also create audiences from the people who already Like your page here.

2

CUSTOM: WEBSITE AUDIENCES

The Facebook pixel is a bit of code that you add to your website that helps Facebook collate data about the people who visit it. You can get specific and create an audience from people who have viewed or not viewed individual pages on your site.

You can then use this information to retarget your website visitors with ads.

3

CUSTOM: CUSTOMER FILE AUDIENCE

This allows you to upload your opt-in email or mobile phone list to Facebook. It will attempt to match the emails or phone numbers you add to Facebook users. If it matches enough users you can target those people with your ads.

4

CUSTOM: ENGAGEMENT ON FACEBOOK AUDIENCE

You can create an audience from the people who have engaged with your content, page or videos on Facebook in the last 365 days.

5

CUSTOM: APP ACTIVITY

If you have created an app for your Facebook page you can build an audience from the people who have interacted with that app.

6

LOOKALIKE AUDIENCES

You can create a lookalike audience for any of the custom audiences above or from the people who Like your page. A Lookalike audience identifies people on Facebook who are similar to the people in one of your existing audiences.

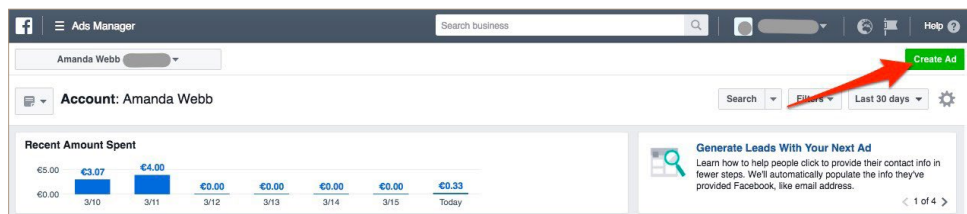
These are useful if you have small audiences built from custom audiences.

CREATING SAVED INTEREST AUDIENCES

We'll start off by talking about saved interest audiences as these are the type you will use most frequently. You can build an audience as part of the ad creation process and save it to use in future ads.

SETTING UP A FACEBOOK AD:

From your ads manager click the green 'Create Ad' button



The screenshot shows the Facebook Ads Manager interface for the account 'Amanda Webb'. The top navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and icons for settings, help, and a 'Create Ad' button. The 'Create Ad' button is highlighted with a red arrow. Below the navigation bar, the account name 'Amanda Webb' is displayed. The main content area shows a 'Recent Amount Spent' bar chart and a 'Generate Leads With Your Next Ad' promotional card.

Amount Spent	3/10	3/11	3/12	3/13	3/14	3/15	Today
€5.00	€3.07	€4.00	€0.00	€0.00	€0.00	€0.00	€0.33
€0.00							

CAMPAIGN

The first step is to choose an objective for your ad. Depending on the objective you choose Facebook will show your ad to people who are more likely to take action on that objective.

For example: If you choose 'Traffic' as an objective Facebook will show your ad to people who are most likely to click the link in your ad based on their previous behaviour.

If you choose engagement you can select from 'Post engagement', 'Page likes', 'Event responses' or 'Offer claims'. In each case Facebook will show your ads to members of your audience who are most likely to respond.

Most of the ads you run will fit into either 'Traffic' or 'Engagement'. As you get more proficient with ads you might want to explore the other objectives.

The ad creation process is similar for both Traffic and Engagement ads. In this tutorial I'm creating an ad with the 'Traffic' objective.

Campaign: Choose your objective.

[Help: Choosing an Objective](#) [Use Existing Campaign](#)

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

Traffic

Scroll down and give your campaign a name. Name it something that will make it easy for you to identify later on.

Traffic

Send more people to a destination on or off Facebook.

Campaign Name ⓘ

Website Clicks Campaign - Insurance Offer June 2017

Continue

Click continue

AD SET

In the next section you create an 'ad set'. Your budget, schedule and audience are set at this level.

If you have created a custom audience you can select it from the drop-down menu here.

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude

Create New ▼

Below this is the section where you can create a saved interest audience.

As you begin to select your audience you can monitor its size on the right-hand side of the screen. The ideal audience size is somewhere between 6,000 and 25,000.

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude

Create New ▼

Locations ⓘ

Everyone in this location ▼

Ireland

Ireland

Include ▼

Add locations

Add Bulk Locations...

Age ⓘ

18 ▼ - 65+ ▼

Gender ⓘ

All

Men

Women

Audience Definition

Specific

Broad

Your audience selection is fairly broad.

Audience Details:

Location:

Ireland

Age:

18 - 65+

Exclude:

Parents: Parents (All)

People Who Match:

Interests: Mortgage loans

Life Event: Recently moved

Placements:

Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network

A larger audience can prove more effective as it gives Facebook more people to choose from when displaying your ad. It can find the people most likely to interact with your ads.

First choose a location (country, region, town), an age group, a gender and a language. You must select each location but gender and language are optional.

The image shows the basic targeting options in Facebook Ads Manager. Under 'Locations', a dropdown menu is open showing 'Ireland' as the selected location, with an 'Include' button and a link to 'Add Bulk Locations...'. The 'Age' section shows a range from '18' to '65+'. The 'Gender' section has three buttons: 'All' (selected), 'Men', and 'Women'. The 'Languages' section has a text input field with the placeholder 'Enter a language...'.

In the Detailed Targeting section you can add interests, relationship status, occupation and more. Start typing a word and Facebook will offer you suggestions.

The image shows the 'Detailed Targeting' section. A red arrow points to the 'Start Typing' text, which is above a search input field containing 'recently mov'. Another red arrow points to a dropdown menu that has appeared, listing 'Recently moved', 'Friends of Recently Moved', and 'Transportation and Moving', all categorized under 'Demographics'. A red box highlights this dropdown menu. Below the dropdown, the text 'Choose from the drop-down' is written in red. The 'Connections' and 'Placements' sections are partially visible below.

The more you add here the larger your audience gets, this is because you are targeting people who have any one of the interests you have selected.

To narrow your audience, select at least one option in detailed targeting. Then click 'Narrow audience'. Add a second interest in the box that appears. This narrows your audience to people who like at least one you've entered to the first box and one thing you've entered in the second.

The image shows the 'Detailed Targeting' section after selecting 'Recently moved'. A red arrow points to the 'Exclude People or Narrow Audience' link at the bottom. Above this link, there is a box containing 'Demographics > Life Events' and 'Recently moved'. To the right of this box are links for 'Suggestions' and 'Browse'.

In the example below you can see I've selected an audience that have recently moved or is interested in Mortgage Loans and are parents.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

Recently moved

Interests > Business and industry > Personal finance

Mortgage loans

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ ×

Demographics > Parents > All Parents

Parents (All)

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Further

You can also exclude people from your audience. Click 'Exclude People'.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ


Demographics > Life Events

Recently moved

Interests > Business and industry > Personal finance

Mortgage loans

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

This time instead of narrowing the audience to parents I'm excluding parents.

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

Recently moved

Interests > Business and industry > Personal finance

Mortgage loans

Add demographics, interests or behaviors

Suggestions

Browse

Narrow Audience

EXCLUDE people who match at least ONE of the following ⓘ

Demographics > Parents > All Parents

Parents (All)

Add demographics, interests or behaviors

Browse

The final section of your audience creation is 'Connections'. From here you can choose to target or exclude people who Like your page or a page you manage, people who have engaged with an app you own or people who have responded to an event.

Connections ⓘ

Add a connection type ▾

Connections ⓘ

Add a connection type ▾

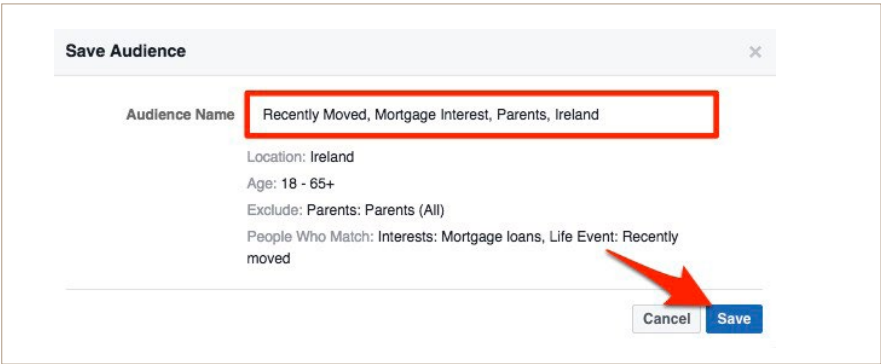
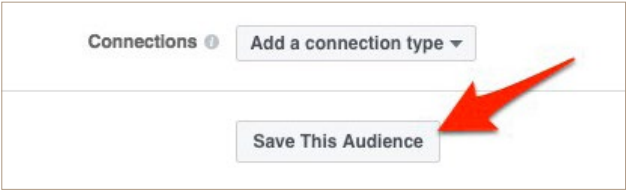
Facebook Pages >

Apps >

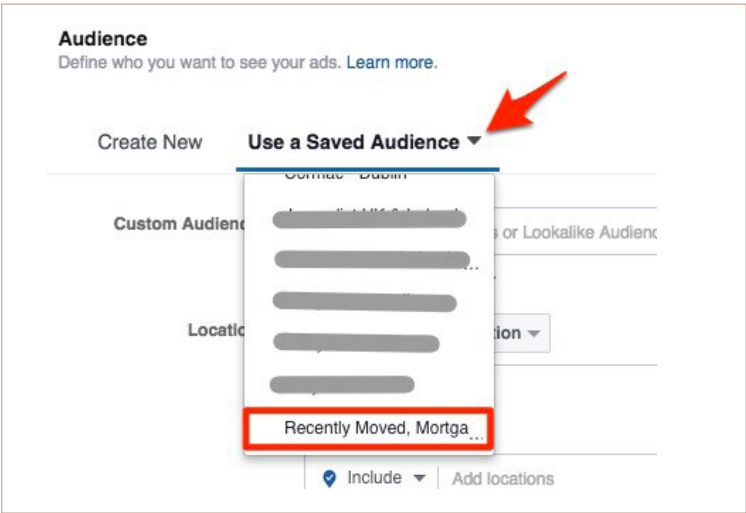
Events >

Advanced Combinations

When you are happy with the audience you have created, click 'Save this audience'. Give it a name and save it.



Next time you go to create an ad click 'Saved Audience' at the top of the audience targeting section and select the name of your saved audience.



PLACEMENTS

Scroll down and select placements.

These are the areas of Facebook that your ad will be displayed on. By default Facebook chooses placements for you.

The placements it selects will depend on the type of ad you create. As a new advertiser it's a good idea to stay with the default setting.

If you want to customise your placements click the check box next to 'Edit Placements'.

Placements
Show your ads to the right people in the right places.

☒ **Automatic Placements (Recommended)**
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

☐ **Edit Placements**
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

BUDGET

Scroll down to select your budget.

You can choose a daily or a lifetime budget.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

Daily Budget ▾

€20.00

☒ **Daily Budget** 20.00 EUR
☐ Lifetime Budget daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today
☐ Set a start and end date

You'll spend no more than €140.00 per week.

The minimum spend for an engagement ad is €1 per day. The minimum spend for a link click ad is €5 per day.

SCHEDULE

You can choose to let your ad run continuously or for a specific timeframe.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

Daily Budget ▾

€20.00

€20.00 EUR

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than €140.00 per week.

Scroll down to give your ad set a name. It's a good idea to name this after the audience you have selected.

Click 'Continue'

Ad Set Name ⓘ

Recently Moved, Mortgage Interest, Non-Parents

Back

Continue

AD CREATION

You are now at the ad creation phase.

In this tutorial we will create an ad with a single image. This is the simplest ad to create. As you begin to master Facebook advertising you can experiment with the other creative ad types.

When you add a link to your ad Facebook will automatically populate it with an scraped from your website. You can also add up to 5 additional images to accompany the link.

Facebook will create an ad with each image and split test them with a portion of your audience. Whichever versions get the best results will show to more of your audience.

For this reason, it's advisable to use at least 3 images.

You can upload your own or choose from free stock images provided by Facebook.

The screenshot displays the Facebook Ad Creation interface. At the top, there are five ad type options: Carousel, Single Image (selected with a blue checkmark), Single Video, Slideshow, and Canvas. Below these, the 'Images' section is visible, featuring a 'Browse Library' button, a 'Free Stock Images' button, and an 'Upload Images' button with a plus icon. Two red arrows point from the 'Free Stock Images' and 'Upload Images' buttons towards the 'Recommended Image Specs' section on the right. The 'Recommended Image Specs' section lists: Recommended image size: 1200 x 628 pixels, Image ratio: 1.91:1, and a note to maximize ad delivery by using an image with little or no overlaid text.

Carousel
Create an ad with 2 or more scrollable images or videos

Single Image
Create up to 6 ads with one image each at no extra charge

Single Video
Create an ad with one video

Slideshow
Create a looping video ad with up to 10 images

Canvas
Tell a more immersive story by combining images and videos

Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) [Free Stock Images](#)

[Upload Images](#)

Recommended Image Specs

- Recommended image size: 1200 x 628 pixels
- Image ratio: 1.91:1
- To maximize ad delivery, use an image that contains little or no overlaid text. [Learn more.](#)

Scroll down to continue constructing your ad.

Choose a Facebook page to represent your business.

You can also select an Instagram account to represent your business if you have one. If not it will attach your Facebook page info to the Instagram placements.

Enter the link you want to drive traffic to. A preview of your ad will appear on the right-hand side.

The screenshot shows the Facebook Ads creation interface. On the left, the 'Page & Links' section is visible. It includes a 'Connect Facebook Page' dropdown menu with 'Amanda Webb - Spiderworking' selected. Below this is a section for 'Instagram Account' with a button 'Use the selected Facebook Page'. Further down is the 'Destination' section, with 'WEBSITE' selected and a 'Website URL' field containing 'http://www.spiderworking.com/facebook-advertising'. At the bottom, the 'MESSENGER' section has 'Message Text' selected. On the right, the 'Ad Preview' section shows a desktop news feed. The ad preview includes a profile for 'Amanda Webb - Spiderworking', a 'Like Page' button, and an ad image with the text 'Facebook Advertising Campaign Management' and 'spiderworking.com'. Below the image is the headline 'Facebook Advertising' and a description: 'Facebook advertising is a cost effective way to target your ideal customers. Using them to drive traffic to your website, to a Facebook page or to promote an event or competition they give you the opportunity to reach beyond your existing audience.' Three red arrows point to specific elements: one to the 'Amanda Webb - Spiderworking' dropdown menu with the annotation 'Choose a Facebook business page', one to the 'Use the selected Facebook Page' button with the annotation 'Choose an Instagram account or your Facebook page', and one to the 'Website URL' field with the annotation 'Add your link'.

Page & Links
Enter the text for your ad. [Learn more.](#)

Connect Facebook Page
Your business is represented in ads by its Facebook Page.
Amanda Webb - Spiderworking

or **Turn Off News Feed Ads**

Instagram Account
Use the selected Facebook Page

Connect your Instagram accounts in Business Manager.

Destination
WEBSITE
Website URL
<http://www.spiderworking.com/facebook-advertising>

MESSENGER
Message Text
Structured Message (JSON)

Ad Preview
1 of 1 Ad
Desktop News Feed

Choose a Facebook business page

Choose an Instagram account or your Facebook page

Add your link

Facebook Advertising Campaign Management

Facebook Advertising
Facebook advertising is a cost effective way to target your ideal customers. Using them to drive traffic to your website, to a Facebook page or to promote an event or competition they give you the opportunity to reach beyond your existing audience.

Scroll down and you can add your ad copy.

Facebook automatically adds a link description and headline from the page you link to. You can edit this if you need to.

Headline ⓘ

Facebook Advertising

Text

Does creating Facebook ads stress you out? Get in touch to find out how I can help you

Call To Action (optional) ⓘ

Learn More ▾

Hide Advanced Options ▾

News Feed Link Description ⓘ

Display Link ⓘ

Ad Preview

1 of 1 Ad < >

Desktop News Feed ▾

1 of 9 < >

Amanda Webb - Spiderworking
Sponsored · €

Like Page

Does creating Facebook ads stress you out? Get in touch to find out how I can help you

Facebook Advertising
Facebook advertising is a cost effective way to target your ideal customers. Using them to drive traffic to your website, to a Facebook page or to pr
competition they give you the opportunity to reach beyond your

Report a problem with this ad

Headline

Ad copy

News feed description

You can also select a call to action button here.

Headline ⓘ

Facebook Advertising

Text

Does creating Facebook ads stress you out? Get in touch to find out how I can help you

Call To Action (optional) ⓘ

Learn More ▾

Hide Advanced Options ▾

News Feed Link Description ⓘ

Display Link ⓘ

Desktop News Feed ▾

1 of 9 < >

Amanda Webb - Spiderworking
Sponsored · €

Like Page

Does creating Facebook ads stress you out? Get in touch to find out how I can help you

Facebook Advertising
Facebook advertising is a cost effective way to target your ideal customers. Using them to drive traffic to your website, to a Facebook page or to promote an event or competition they give you the opportunity to reach beyond your existing audience.

SPIDERWORKING.COM
Learn More

Now you are ready to purchase your ads.

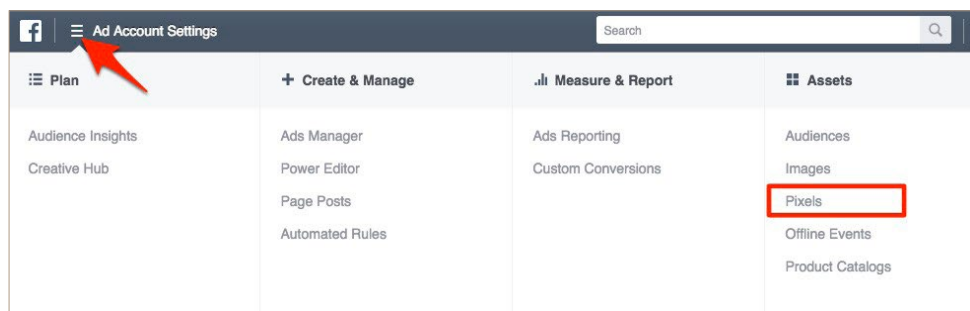
Scroll down to the bottom of the page and click 'Place order'

AUDIENCES

CUSTOM WEBSITE AUDIENCES

To create a custom website audience you'll need to install some code (The Facebook Pixel) on your site.

To get the code click on the three lines at the top left-hand side of your Ads Manager screen and select 'Pixels' from the menu.



Now click 'Create A Pixel' and follow the on-screen instructions.

Create a Facebook Pixel

Set up a single Facebook pixel to unlock powerful tools in Facebook advertising.

The diagram illustrates the three primary functions of a Facebook Pixel:

- Tracking:** Measure real-world outcomes from your Facebook ads. (Illustrated with a person on a bicycle).
- Optimization:** Deliver your ads to the right people to get more of the conversions you want. (Illustrated with a person at a computer screen).
- Audience Targeting:** Build audiences from people who converted, or from similar audiences to reach new people. (Illustrated with a person in a circle connected to other people).

A red arrow points from the 'Audience Targeting' section to a green button labeled 'Create a Pixel'.

As soon as the pixel is installed on your website it will start gathering data from the people who visit your site. Make sure you update your website privacy policy to include mention of the Facebook pixel.

To build an audience from your Facebook pixel. Click the three lines on the top left-hand side of the screen.

Select 'Audiences' from the menu.

The screenshot shows the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo, a hamburger menu icon, and the text 'Ads Manager'. A red arrow points to the hamburger menu icon. Below the navigation bar, there are five main sections: 'Frequently Used', 'Plan', 'Create & Manage', 'Measure & Report', and 'Assets'. The 'Assets' section is highlighted with a red box, and it contains a list of assets: 'Audiences', 'Images', 'Pixels', 'Offline Events', 'Product Catalogs', and 'Videos'.

Click 'Create Audience' and select 'Custom Audience' from the drop-down menu


The screenshot shows the 'Audiences' tab in the Facebook Ads Manager. The 'Create Audience' button is highlighted with a red box, and a red arrow points to it. A dropdown menu is open, showing three options: 'Custom Audience', 'Lookalike Audience', and 'Saved Audience'. The 'Custom Audience' option is highlighted with a red box.

Select 'Website Traffic' from the pop-up window

Create a Custom Audience


How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.




Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.




Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Now you can set up your audience. By default it offers you an audience of everyone who visited your website.

To customise this click on the arrow and select from the options.

Create Audience

Pixel

Amanda Webb's Pixel

Pixel ID

Website Traffic

Anyone who visits your website

In the Last

Anyone who visits your website

Audience Name

Anyone who visits your website

People who visit specific web pages

People visiting specific web pages but not others

People who haven't visited in a certain amount of time

Custom Combination

Cancel

Create Audience

If you are selecting specific pages you'll need the direct link to those pages to target or exclude them from your audience.

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CUSTOM: CUSTOMER FILE AUDIENCE

To create a Customer File audience choose 'Customer File' from the pop-up window.

Create a Custom Audience


How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.




Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.




Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook

NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.


Cancel

Now you can either upload a list of emails or phone numbers, paste them in or connect to your MailChimp (an email marketing provider) account.

Create a Custom Audience


How do you want to add customers to this audience?

You can use your own file to upload one or more kinds of customer information, or import email addresses directly from MailChimp.



Choose a file or copy and paste data

Use your customers' information to match them with people on Facebook.



Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

Back

24


CUSTOM: ENGAGEMENT ON FACEBOOK AUDIENCE

Follow the same steps as you did to create a website or customer audience but this time select 'Engagement on Facebook' from the pop-up window.

Create a Custom Audience


How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.




Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.




Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.


Now select from:

- Video
- Lead Ad
- Canvas
- Page

Create a Custom Audience


What kind of engagement do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.




Video

Create a list of people who have spent time watching your videos on Facebook.




Lead Ad

Create a list of people who have opened or completed a form in your lead ads on Facebook.



Canvas

Create a list of people who have opened your Canvas on Facebook.



Page NEW

Create a list of people who have interacted with your Page on Facebook.

If you are new to Facebook marketing 'Page' is probably going to give you the largest audience to work with.

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LOOKALIKE AUDIENCE

If you've created a custom audience and it's too small for you to advertise to you can create a lookalike audience. Although they aren't as effective as custom audiences as members of the audience are not already familiar with your brand they can be effective.

To create a Lookalike audience, access the Audiences screen as you did for custom audiences.

This time select 'Lookalike audience' from the drop-down menu

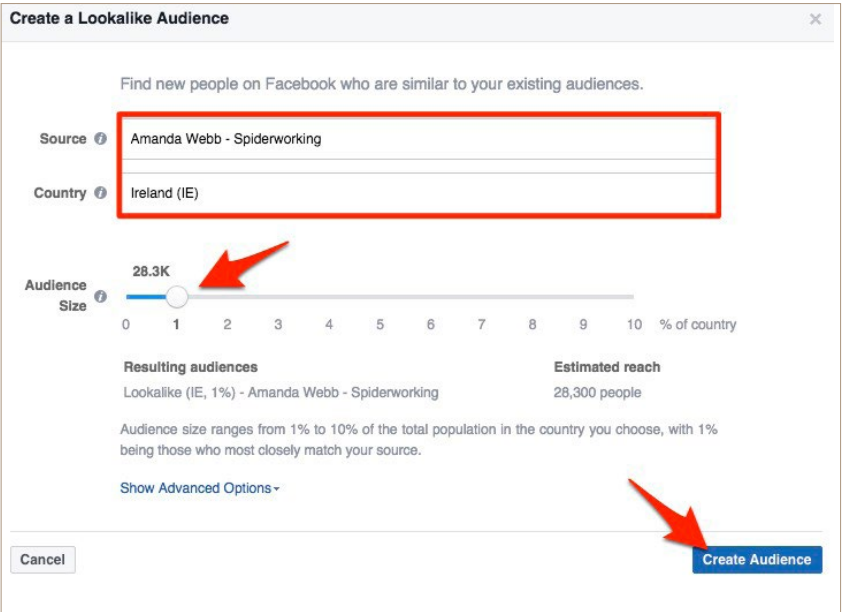


Choose the custom audience or page you want to create a lookalike audience for

Select a country you want to target

Choose an audience size. In this case small is good, this will give you a better audience match.

Click 'Create Audience'



A decorative header featuring a green background with various white and teal icons representing social media and technology, such as speech bubbles, user profiles, gears, stars, a heart, a cloud, a thumbs up, and a plus sign. The icons are arranged in a whimsical, organic pattern.

What's next?

1

reate some audiences to use in your Facebook advertising

2

Assign a monthly budget for your Facebook ads

3

Set up and test some Facebook ads





Irish Life

Irish Life Assurance plc is regulated
by the Central Bank of Ireland.

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